

# Comfort Cooling in Various Occupations

## Boudoir



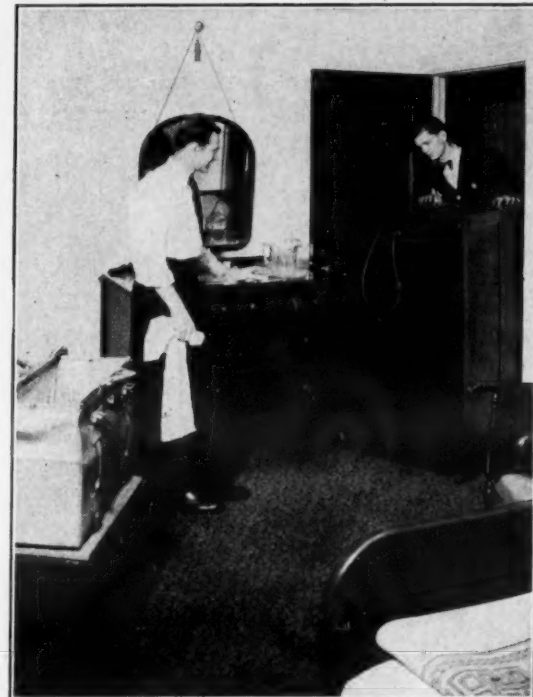
Installed in milady's boudoir, this Frigidaire air conditioner makes the task of dressing for dinner much more pleasant.

## Restaurant



A modern New York restaurant has installed five Ilg No. 19 air-cooling units to attract patrons. The system uses 15 tons of ammonia refrigeration, and can maintain a 13-degree differential below outside temperatures when the room is filled to its capacity.

## Hotel Room



A hotel bell-boy brings in a Carrier portable room cooler to improve the rest of a weary traveling salesman.

## Home



The whole family can enjoy the comforts of an air cooler installed downstairs in the living room.

## Executive Chamber



Two big men of industry agree that their Frigidaire air conditioner relieves the discomfort of summer office work.

## Barber Shop



There's no roasting in this barber chair, with Frigidaire air conditioners holding down the temperature.

## Office



An American Blower comfort-cooling cabinet helps this secretary to feel cool, as well as to look cool.

## Dentist's Office



With his office cooled by Frigidaire, this dentist now needs only painless methods to popularize dentistry.

## Millinery Store



A Carrier atmospheric cabinet installed in this millinery shop, helps the proprietor to more summer profits.

# ELECTRIC REFRIGERATION NEWS

Registered U. S. Patent Office

The business newspaper of the refrigeration industry

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## DERBY 'HORSES' HIT TOP SPEED AS FINISH NEARS

### Winners of Prizes In Burritt Stake Listed

DETROIT—The Kelvinator Derby of 1932 is half over. With the start of the Perkins Stake Race as the third furlong event, the horses are heading home and entering what promises to be the fastest stage of the Derby.

So far it has been a close race on all tracks with no leader sufficiently out in front to be sure of holding its place.

At Pimlico, Philadelphia is giving Pittsburgh a close run, but "Step-and-get-it," the Pittsburgh thoroughbred, regained first place after dropping to second last week. Philadelphia is back in second place and Newark is running a close third.

At Churchill Downs, Los Angeles is holding its own, having kept the lead for two weeks, with St. Louis and Syracuse, N. Y., the pace-setters, running steadily in second and third, respectively. Greenville, S. C., steadily pushing its way to the front, is tied for third place with Syracuse, N. Y.

Denver regained its lead on the Arlington Park track, pushing Alexandria, Va., down to third place. Wiswell, Chicago, took a sprint to reach second place from fourth.

Birmingham, Ala., hung on to its lead on the Hawthorne oval, uncorking a terrific drive to hold first. Indianapolis

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## UTILITY SETS QUOTA OF 400 RANGE SALES

PHILADELPHIA—A quota of 400 electric ranges has been set by the Electrical Association of Philadelphia for a campaign to be held between Sept. 19 and Nov. 26. Every distributor and dealer in the metropolitan area around Philadelphia is expected to participate.

The territory has been divided into 15 groups, each paralleling an operating district of the Philadelphia Electric Co. Each of these groups will have an executive committee made up of three or more dealers, a dealer chairman, and a representative of the utility. The Electrical Association of Philadelphia will be represented by a campaign manager, and by four field managers, each contacting several of the 15 groups.

The sum of \$30,000 has been appropriated by the Philadelphia Electric Co. for publicity and prizes. Of this sum, approximately \$22,000 will be spent for

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## 126 AIR CONDITIONERS ARE SOLD IN CHICAGO SHOW

CHICAGO—One hundred twenty-six sales resulted from the Room-Cooling and Air-Conditioning Equipment Show sponsored by the Commonwealth Edison Electric Shop, 72 W. Adams St., here, from July 11 to 30 inclusive.

The sales included 66 ice room coolers, 40 cooling fans, 13 humidifiers, three air filtration machines, two furnace conditioners, and two mechanical conditioners.

Leads totaling 1,937 which were gained from the show were referred to the manufacturers of the equipment, since the Commonwealth Edison Co. did not make any direct sales.

The estimated total attendance was 38,000. The utility company promoted the show through extensive advertising in Chicago newspapers, and by mailing 10,000 special invitations to building managers, small store and shop owners, and others likely to be interested.

Twenty-six manufacturers of air-conditioning and room-cooling equipment had exhibits at the show.

The Commonwealth Edison Co. furnished the floor space, water, drains, and electricity to the distributors, but the latter maintained their own representatives to explain the equipment to visitors.

### M. W. THOMPSON LEAVES MAJESTIC ORGANIZATION

CHICAGO—M. W. Thompson, assistant advertising manager of Grigsby-Grunow Co. for the last three and a half years, announces that he is no longer with that company.

## 1,500,000 Entrants In Norge Puzzle Contest

DETROIT—Approximately one and a half million entrants have enrolled in the Norge refrigerator cross-word puzzle contest, which closes Aug. 27, according to James A. Sterling, sales promotion manager of Norge Corp.

The estimated total is based upon reports received from more than 5,000 Norge dealers. Those entering the contest must call at a Norge dealer's showroom to receive the cross-word puzzle book. This contains 15 complete puzzles, each of which mentions Norge features. Clues to these features are provided in descriptive text below the puzzles.

The contestant's name is registered when he takes out the book. He returns it completed, with a brief essay on Norge refrigeration.

## WESTINGHOUSE PLAN BOOMS FLOOR CALLS

MANSFIELD, Ohio—Increases in dealer's floor calls of as much as 350 per cent have been recorded as a result of the Westinghouse Midsummer Thrift Plan, according to information from the Westinghouse refrigeration division.

The plan, which was created to draw prospects into Westinghouse showrooms, consists of the offering of a free gift to the housewife who calls. When she arrives, she is asked to participate in a contest. She is shown a jar of coins, which add up to the approximate total saved by a Westinghouse owner in a given length of time.

Having no idea what such savings would be, the housewife hesitates, and the salesman has a chance to show her just what savings electric refrigeration will bring her—at the same time asking her how much her present refrigeration bill is.

This is supplemented by advertising through the media of billboards, newspapers, radio, national publications, and direct mail.

The Danforth Refrigeration Co., Cleveland, reported an increase of store visits amounting to approximately 300 per cent during the first quarter of the campaign. From Wesco at Houston, Tex., came the report of several sales traced to the presentation of the free gift.

Whitehill & Danforth, Inc., Pittsburgh, reported more than 500 floor calls in the first few days. M. L. Mumma, Harrisburg, Pa., dealer, reported an increase in visitors to his showroom in excess of 300 per cent.

### Mohawk Heads Visit Field Organizations

NORTH TONAWANDA, N. Y.—Officials of the All-American Mohawk Corp., manufacturer of Mohawk electric refrigerators and Lyric radio receivers, have returned from trips on which they contacted field outlets.

DeWitt King, vice president, visited distributors, dealers, and suppliers in the East, while Charles A. Green, of the advertising and sales department, spent four weeks in Pennsylvania and Ohio.

## SCHULTZ IS FIRST TO FINISH TOUR OF '7 WONDERS'

### Westinghouse Contest Reaches Half-Way Mark

MANSFIELD, Ohio—George Schultz, Westinghouse refrigerator salesman for the Arthur R. Lindburg Co., St. Louis distributor, was the first man to complete the tour of the Seven Wonders of the World in the Westinghouse Lucky Seven Wonder Tour contest now in progress.

R. N. Snyder, of E. A. Maher, Inc., Hempstead, N. Y., was close on Schultz' heels for the honor. One tour of the seven wonders does not complete the contest for salesmen, however. They will continue to pile up league after league, and the final winner will be the man who has made the most tours.

As the half-way mark of the contest's duration was passed, the two high men in every district were as follows: Northeast district, R. N. Snyder and J. Fieldstall, both of New York; Clark Harding and Frank Lynch, Boston; P. T. Smelzer and Tremain King, Buffalo.

Southeast district, A. R. Graves and C. Dexter Jordan; Middle Atlantic, J. L. Mullen and J. L. Wacksmuth; Central district, J. E. Anderson and H. G. Ratner; Northwest district, Sol Lewis and C. V. Snyder; Southwest district, George Schultz and A. H. Frost; Pacific Coast, M. C. Fahrney and H. E. Arnold.

Mailings have been sent to all salesmen enrolled in the contest concerning the following "wonders" which they have been visiting on their tours: the Colossus of Rhodes, the Great Wall of China, the Pharos of Alexandria, the Leaning Tower of Pisa, and the Pyramids of Egypt.

## MACGILLIVRAY'S TEAM WINS COOPER AWARD

CHICAGO—D. MacGillivray's sales division has been announced as the winner of the \$250 grand prize given by R. Cooper, Jr., Inc., G. E. distributor, to the sales staff making the best record during the Golden Gloves contest which opened early in July and closed July 26.

Each week during the contest, the high-point range or refrigerator salesman in each of the seven stores of R. Cooper, Jr., Inc., and in its apartment house and retail staff, was awarded a ticket to the Golden Gloves boxing tournament held July 26 between America's Golden Gloves champions and the amateur champions of Germany. The grand prize was awarded to that group ranking highest for the three-weeks contest.

Mr. MacGillivray's division made 107 per cent of quota. The leading apartment house sales director was W. R.

(Concluded on Page 2, Column 5)

## 'Gold Miner'



C. A. MILLER

Servel sales manager who made plans for 'Gold Rush' contest.

## LEONARD MAKES SALE FOR EACH 18 REPLIES

DETROIT—A unit sale for each 18 contest replies was the mark established by the Leonard Refrigerator Co. in its campaign launched July 1 to locate the oldest Leonard icebox.

Through display advertising in approximately 1,000 leading newspapers of the United States, distributors announced that the factory would pay \$500 for the oldest Leonard icebox.

Furthermore, each distributor announced that he would exchange a brand new Leonard electric for the oldest Leonard icebox in his territory.

Phil A. Russell, president of the Russell Philco Co., Leonard distributor in Kansas City, Mo., wrote early in the campaign:

"We received over 300 entrance coupons in 48 hours, and sold 21 boxes."

The J. A. Williams Co., Pittsburgh, reported that it had received 1,649 entrance coupons and that it had chalked up 350 unit sales.

Buhl Sons Co., Detroit distributor, had 35 entries and recorded 38 unit sales.

Thirty entrance coupons were received from the sparsely-settled territory of the Dakota Electric Supply Co., Fargo, N. D. Twelve unit sales resulted.

According to A. M. Taylor, director of

(Concluded on Page 11, Column 4)

## Leonard Orders Better August, 1931, Mark

DETROIT—Orders for electric refrigerators, received during the first 10 days of this month by the Leonard Refrigerator Co., were 188 per cent of the total shipments made during the entire month of August, 1931, according to R. I. Petrie, sales manager.

"We have noticed this month a decided increase in our business," he declared. "We ascribe this condition in considerable measure to a national retail sales contest now under way."

## SERVEL '49ERS' GOLD RUSH' TO START SEPT. 6

### 5,000 Salesmen To Seek Merchandise In Contest

EVANSVILLE, Ind.—Simultaneously with the announcement of new all-porcelain Servel models, there will open on Sept. 6 a "Forty-Niners' Gold Rush" contest among the 5,000 salesmen of Servel household and commercial refrigeration.

Final plans for the campaign were laid at a meeting of Servel sales representatives held Aug. 13 at the factory here. C. A. Miller, sales manager of Servel Sales, Inc., outlined plans for the contest, and W. Paul Jones, advertising and sales promotion manager, gave details of charts, mailing pieces, and other promotional material to be used during the campaign.

The contest will continue for 49 working days, closing at midnight, Nov. 1. Each salesman agreeing to participate, and use the sales material given him during the contest, will receive a lapel button as a symbol of his participation in the drive.

All salesmen will endeavor to beat their own quotas, and will receive merchandise prizes, values of which will be proportional to the sales volume attained by each salesman. Prizes will be given to salesmen who succeed in making only one sale.

In an effort to heighten the color of the contest, Servel executives sent a representative to the gold fields of California and Nevada to gather ideas for dramatizing the campaign.

Prior to the contest's opening, each Servel distributor will hold a meeting of all dealers and salesmen in his territory, at which details of the campaign will be announced and selling plans discussed. A manager appointed by each distributor will be in charge of the contest proceedings in his respective area.

Each salesman will be required at the

(Concluded on Page 2, Column 4)

## FRIGIDAIRE REACHES JAPAN ON WORLD TRIP

KOBE, Japan—Representatives of the American Trading Co., which handles Frigidaire products in this country, were at the pier on the afternoon of Aug. 11 to greet the 2,250,000th Frigidaire upon its arrival here aboard the President Pierce.

Its initial consignment of California fruits and vegetables, placed in the food compartment upon its departure from San Francisco on July 22, was still in excellent condition, W. C. Hines, chief steward reported.

The round-the-world electric refrigerator is traveling as an ambassador of good will for American-built products. Upon its return to the United States it will be placed on exhibit at the Chicago World's Fair.

## STOCKTON WOMAN OWNS OLDEST LEONARD ICEBOX

STOCKTON, Calif.—To Mrs. Mary V. Peyton of this city, who is more than 80 years old, goes the distinction of being the owner of one of the oldest, if not the oldest, ice boxes in the United States. And with this distinction, the material consideration of \$500.

In July, the Leonard Refrigerator Co. of Detroit, which now manufactures "electrics," sought the owner of the oldest Leonard icebox in the United States, announcing it would pay \$500 for the box for display purposes.

Thousands of "veterans" were reported during the period of the quest, and Mrs. Peyton only this week was advised that she was the possessor of the oldest.

In her sworn statement, she advised the company: "I purchased mine in 1881, about May, when I moved into my new home in Stockton, where I have since continued to reside and have had the ice chest in constant use."

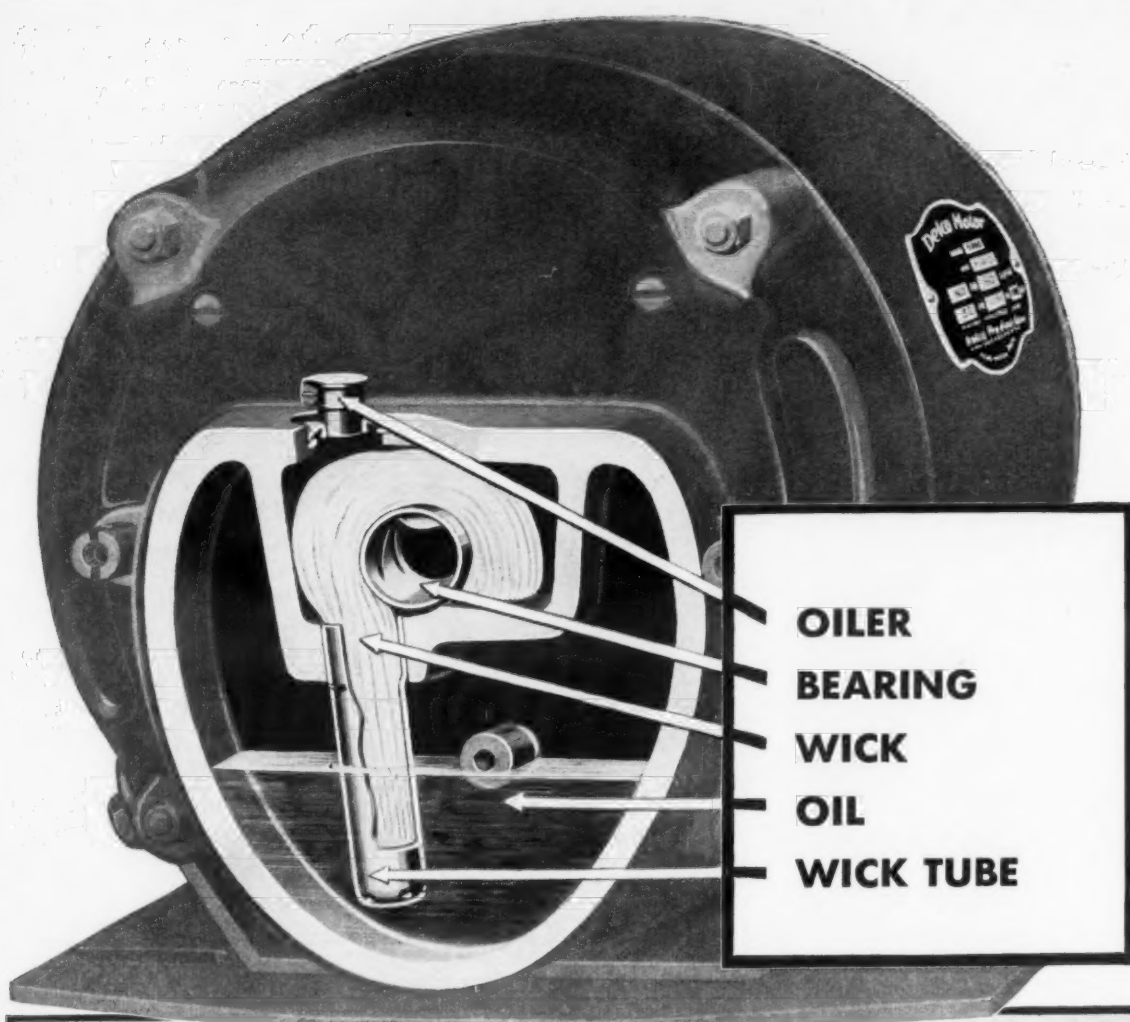
## 159 SEEGER CABINETS ARE INSTALLED IN APARTMENT

LONG BEACH, Calif.—Seeger cabinets numbering 159 have been installed in the Cooper Arms, "own your own apartment" building. Frigidaire compressors refrigerate these cabinets in a multiple hookup.

## 'Doctor' Miles Takes His Own Medicine



Pierre L. Miles, sales manager, Edison General Electric Appliance Co., is the first to sign an application for the correspondence course on electric cookery salesmanship. Left, Clinton Brown, in charge of sales of the course; and right, H. D. Conklin, assistant manager.



## DELCO MOTORS WITH SEALED LUBRICATION

**A refrigerator motor must not fail! Sealed Lubrication, applied to Delco's time-proved refrigerator motors, answers that requirement completely. No longer is there any danger that an installation man may forget to lubricate the motor bearings . . . . for the correct amount of oil, the correct type of lubricant, is sealed in each bearing at the factory. The oil can't come out, even if the motor is tipped on end or shipped upside down. It can't run onto the commutator or windings. It feeds to the bearing by positive capillary pressure, and all excess oil automatically returns to the reservoir as it works past the bushing. Delco Sealed Lubrication forestalls the most common cause of refrigerator motor failure. It was developed expressly for refrigerator motors—it has proved successful in rigorous engineering tests.**

**DELCO PRODUCTS  
CORPORATION**  
DAYTON, OHIO

## Kelvinator 'Derby' Nears Finish

(Concluded from Page 1, Column 1)

was just one step behind with Boise, Idaho, and Memphis, Tenn., tied for third.

The pace at Bowie picked up with Ft. Worth, Tex., nosing out Erie, Pa., for first position which the little Erie mustang had held for three weeks. Austin, Tex., made a quick jump from fifth to third place.

Casper, Wyo., has first place on the Fairmont track, and has kept Davenport, Iowa, in second place for the past two weeks. Gulfport, Miss., is running a steady third.

### Little Rock in Lead

The battle at Latonia seesaws back and forth between Little Rock, Ark., and Hagerstown, Md., with Little Rock taking the lead this week. Williamsport, Pa., is holding its own at third.

At Belmont, Clarksburg, W. Va., is still ahead, hanging gamely on to its lead. Poughkeepsie, N. Y., is right behind.

Welch, W. Va., and Charleston, W. Va., are still one-two at Washington Park but Fernwood was whiskered out of third place by Kalamazoo, Mich.

On the Laurel track, Nashville, Tenn., took a quick jump from third place to take the lead. Hazelton, Pa., could not withstand the challenge and fell back to second. Phoenix, Ariz., dropped from second to third.

### Winners of Sweepstakes

Winners of the Burritt Sweepstakes, the second furlong of the Derby, have been awarded the Burritt prize of a sterling silver belt buckle set for selling the most "PK" models. These winning salesmen are:

R. J. Abbott, Kelvinator Pacific Co., Los Angeles; F. J. Ackerman, Kelvinator Buffalo Co., Buffalo; R. F. Allen, Consolidated Gas & Electric Co., Baltimore; R. Bargelt, Powers Furniture Co., Portland, Ore.; W. E. Barrett, Mississippi Power Co., Gulfport, Miss.; M. Berman, Kelvinator Sales Corp., Long Island, N. Y.; Max Berkowitz, Kelvinator Sales Corp., Pittsburgh.

E. Brown, Consolidated Gas & Electric Co., Baltimore; Geo. Brown, Public Service Gas & Electric Co., Newark; W. M. Bruffy, Jr., Thurman & Boone, Roanoke, Va.; Chas. Carson, Raymond Rosen Co., Philadelphia; W. Case, Public Service Gas & Electric Co., Newark; Mr. Clam, Kelvinator Sales Corp., Long Island, N. Y.; Mr. Clano, Kelvinator Sales Corp., Long Island, N. Y.

H. E. Del Valle, Kelvinator Pacific Co., Los Angeles; C. C. Dillingham, Consolidated Gas & Electric Co., Baltimore; V. T. Earley, Central Hardware & Factory Supply Co., Akron, Ohio; Howard Gale, Kelvinator Pacific Co., Los Angeles; W. C. Gleason, Kelvinator Sales Corp., Pittsburgh; Mr. Goulden, Kelvinator Sales Corp., New York City.

Thomas Groff, Commonwealth Edison Co., Chicago; E. Hoffman, Raymond Rosen Co., Philadelphia; J. R. Jones, Jones Cornet Co., Welch, W. Va.; V. W. Keescher, Graybar Electric Co., Knoxville, Tenn.; Andrew Kuehn, Commonwealth Edison Co., Chicago; S. Lazarus, Raymond Rosen Co., Philadelphia.

H. W. Lenaster, St. Joseph Power & Light Co., St. Joseph, Mo.; Mr. Luisi, Kelvinator Sales Corp., Long Island, N. Y.; A. J. McCarthy, Northern States Power Co., Minneapolis; R. H. McGinty, Northern States Power Co., Minneapolis; Louis Nachman, Kelvinator Sales Corp., St. Louis; J. H. Nasith, Tri State Electric Co., Sioux Falls, S. D.

Leonard Partee, Morley Murphy Co., Milwaukee; J. Prinnell, Public Service Co. of Colorado, Denver; M. Rafowitz, John Van Benschoten, Poughkeepsie, N. Y.; H. Redding, Consolidated Gas & Electric Co., Baltimore; Stanley Rickard, Public Service Gas & Electric Co., Newark; J. W. Riser, Broad River Power Co., Columbia, S. C.

E. L. Roberts, Emmons Hawkins Hardware Co., Huntington, W. Va.; Mr. Roberts, Kelvinator Sales Corp., Long Island, N. Y.; F. J. Rockwell, North Lumber Co., Kalamazoo, Mich.; Chas. Selikson, Kelvinator Sales Corp., Long Island City, N. Y.; Thos. Sherman, Kelvinator Sales Corp., Long Island City, N. Y.

H. C. Smith, Kelvinator Sales Corp., Cambridge, Mass.; S. Stanley, Kelvinator Pacific Co., Los Angeles; T. Swire, Kelvinator Sales Corp., Long Island City, N. Y.; J. R. Tierney, Commonwealth Edison Co., Chicago; Mr. Vella, Kelvinator Sales Corp., Long Island City, N. Y.; M. W. Vinson, Mississippi Power Co., Gulfport, Miss.; L. C. Wiswell, L. C. Wiswell Co., Chicago.

## SERVEL SALESMEN WILL BECOME GOLD DIGGERS

(Concluded from Page 1, Column 5)

opening of the contest to supply his distributor with a sample of his "ore"—the names of 49 refrigerator prospects. These names will be forwarded to the factory, where they will be placed on the mailing list to receive a series of three pieces of direct-mail literature.

With these names, the salesman will submit his pledge to conform to the rules of the contest.

## UTILITY SETS QUOTA OF 400 RANGE SALES

(Concluded from Page 1, Column 1)

publicity as follows: newspaper advertising in Philadelphia and suburban papers; outdoor advertising on 216 billboards, 108 of which are in the city territory, and 108 in and about 36 suburban towns; street car cards on all city trolleys.

Truck banners for all dealer trucks—to be supplied dealers free; window displays and banners for all dealers; special display of electric ranges at annual Electrical & Radio Show the week of Sept. 26; special display of electric ranges in the Edison Bldg. and at Electrical Association headquarters; direct mail; cooking schools to be conducted in 16 different towns, with eight three-day schools in various parts of Philadelphia.

For every lead which results in a range sale, the Electrical Association of Philadelphia will pay any employee in the industry \$5.

### Wire Dealers' Homes

The suggestion that a dealer cannot sell electric ranges unless he has used one in his home, led to the Electrical Association's wiring any dealer's home free, so that he may install a range there. In order to insure an operating electric range in each dealer's store, the Electrical Association offers to rebate the dealer the installation charge in his store on the basis of \$2.50 for every range sold, until the dealer has received a maximum of \$25 for his store installation.

The Philadelphia Electric Co. will accept any dealer's paper during the campaign on a basis of \$2 down and 24 months for the balance, with the standard 14 per cent carrying charge, during the campaign.

As to quotas, three dealer classes have been established, according to location, size, and possibilities of business. Dealers in class A have a quota of 10 for the campaign; Class B, a quota of 5 to 9, and Class C a quota of 2 to 4.

### Havana, Cuba, Trip

The winner in Class A will receive two round-trip tickets to Havana, Cuba, with all expenses paid. The leader in Class B will receive two round-trip tickets to Bermuda, with all expenses paid. Winner in Class C will receive two round-trip tickets to Miami, Fla., with all expenses paid.

Six group prizes will be awarded. On every sale made within the group, \$5 will be placed aside. At the close of the contest this money will be divided among the winners.

Special prize offers are also being made for the campaign. For example, if a dealer winning a prize has a range in his home, he will receive 25 per cent increase in prize money, and if he has an operating range in his store, he will receive still an additional 25 per cent increase in prize money.

If the campaign is a success, a victory dinner will be held at the expiration of the contest.

## MACGILLIVRAY'S DIVISION WINS R. COOPER CONTEST

(Concluded from Page 1, Column 3)

Burns, and H. Cagney was the leading apartment house salesman, according to S. Nides, sales promotion manager of R. Cooper, Jr., Inc.

The following salesmen won tickets to the Golden Gloves tournament, and were given a banquet before the matches in the penthouse of the Morrison Hotel:

L. J. Baron, C. Barrow, W. R. Burns, H. Cagney, S. Doty, F. B. Day, J. S. Duncombe, M. W. Ellen, R. N. Eischen, G. H. Gering, Ray Henkel, F. Ingle, L. G. Kohler, A. Keller, W. E. Lionheart, C. H. Mueller, D. MacGillivray, W. G. McGovern.

G. H. Meilinger, L. F. Meinert, D. McMin, Owen Nugent, H. H. Perry, J. Phillips, P. W. Pybus, H. E. Roberts, R. N. Reed, S. A. Ross, W. Snyder, O. J. Volkman, A. G. Whitmer, B. Weiser, R. L. Weimann, and E. E. White.

The following members of the Cooper organization were guests at the banquet and tournament:

E. W. Parish, vice president; E. G. Cloud, comptroller; S. Nides, sales promotion manager; H. W. Gifford, vice president; L. C. Kohlman, vice president; C. G. Road, vice president; R. D. Van Kirk, auditor; M. Kuhne, personnel director; C. J. Bassler, legal counsel; S. E. Thompson, credit manager; and F. A. Ramsdell of the range department.

Other guests included F. Schendorf, W. H. Leahy, Art Grove, advertising and sales promotion manager of the Edison General Electric Appliance Co., Jack King, and H. W. Rose.

### COPELAND DEALER HOLDS COOKING SCHOOL

MT. CLEMENS, Mich.—Malbin Furniture Co., Copeland dealer, sponsored a week-long cooking school here recently. Miss Reva Stewart, home economist, conducted the school, which was advertised in local newspapers.

# Good names that mean Good business

When a dealer secures the Frigidaire Franchise, he becomes associated with two of the most potent factors in American business—Frigidaire Corporation and General Motors.

He immediately begins to capitalize on Frigidaire's reputation for efficiency and economical operation—and on General Motors' reputation for outstanding value. He is part of an ideal combination—one that insures substantial profit margins and healthy volume as well as prestige and good will.

In addition to dominant national advertising, strong sales promotion material and

special advertising counsel whenever needed, Frigidaire

Corporation offers all dealers—old and new—the full benefit of its Organization Division. A complete staff of business engineers is always at your service—with sixteen years of cumulative experience to help you solve your problems of sales, costs, credits and management.

**A sound, substantial business with reasonable, continuous profits**

This year is no exception in money-making possibilities. Many Frigidaire dealers have

reported sales increases ranging from 35 to 53%. Sales are reacting most favorably to the new low prices on all models. And new profit-making opportunities are offered by the recently perfected Air Conditioning equipment.

If you investigate the Frigidaire Franchise you'll want to go with the leader. Wire for information—or mail coupon today. Franchise Division, Frigidaire Corporation, Subsidiary of General Motors Corporation, Dayton, Ohio.



## FRIGIDAIRE

The General Motors Value in the Refrigeration Industry

MAIL THIS COUPON FOR FRANCHISE FACTS

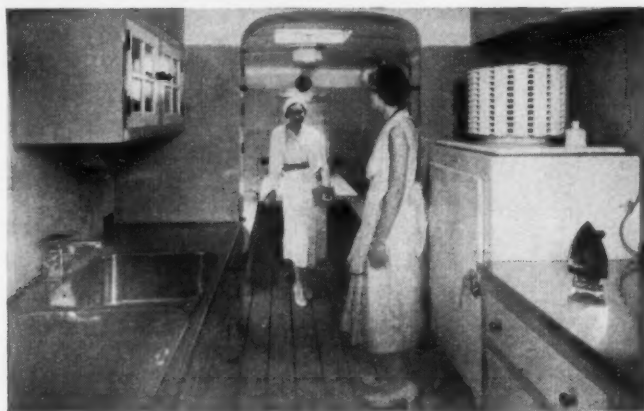
FRIGIDAIRE CORPORATION, Franchise Division, Dept. M-213, Dayton, Ohio.  
Gentlemen: Please send me the facts about the Frigidaire Franchise.

Name.....

Business.....Address.....

City.....State.....

## G. E. Distributors to Utilize This Traveling All-Electric Kitchen



Three views of the new General Electric kitchen auto truck, equipped with a G. E. refrigerator, Hotpoint range, dishwasher, electric clock, toaster, ventilating fan, radio, work desk, sinks, and breakfast nook. The truck is built by the Aerocar Co. of Detroit, and may be used to take General Electric appliances directly to the prospect's home for demonstration.

### DEALER CUTS NUMBER OF CALLS, GETS MORE SALES

GREENVILLE, Ill.—At a time when other salesmen have increased their number of calls a day in order to hold up their selling record, V. E. Anthony, local Frigidaire dealer, has cut down the number of calls he makes and steamed up his sales presentation, with the result that his total business is ahead of last year's.

"In stating the price of a particular model," says Anthony, "I always quote the price per week on the budget plan and compare this with what it is costing them to do without it. When the prospect realizes that his present method is on the installment plan anyhow, he is ready to talk business."

### 30 GIBSON REFRIGERATORS INSTALLED IN HOTEL

MINNEAPOLIS—Thirty Gibson electric refrigerators have been installed in the Maryland Hotel here, according to J. A. Beery, appliance sales manager of Laird-Nebelthau, Inc., Gibson distributor here.

Mr. Beery stated that the Gibson bid for the contract was higher than that of other competing firms.

## How To Sell Refrigerators

As Practiced By Majestic Dealer, Mt. Clemens, Michigan

By Phil B. Redeker

MT. CLEMENS, Mich.—A "stranger" to the community often can get the best start as a salesman in a small town, assert salesmen for the Majestic Radio and Refrigerator Shop located here.

The reason for this state of affairs, seemingly the antithesis of the generally accepted notion that small towns are places where friendship and intimacy count for a good deal, is that a salesman's friends often will impose upon him.

#### Friends Want Favors

When a salesman "canvasses" a friend, the latter will either ask for too many favors, or if he has built up sales resistance against the purchase of an electric refrigerator, he will use his position of "friendship" to rebuff the salesman before the latter can get his story launched.

Have small towns been over-canvassed?

The Majestic salesmen in the Mt. Clemens store think not. In fact, they believe that Mt. Clemens, at least, has been under-canvassed.

"If our competitors would do more canvassing, they would better their own

business and ours too by stirring up the buying public's interest in refrigeration," the salesmen state.

"Canvassing isn't needed to 'sell' the public on 'refrigeration,' as that is an educational job which has been accomplished even in the small towns, but canvassing is needed to keep alive the public's current interest in the possibilities of a new refrigerator," the salesmen assert.

#### Little Sales Promotion

Not a great deal of sales promotional work or newspaper advertising is done by refrigerator dealers in Mt. Clemens, the Majestic group pointed out, and unless the salesmen keep hammering on the doors there is very little local activity to remind the public of the electric refrigerator and its advantages.

In the smaller hamlets lying within the Mt. Clemens district, the "good friend" salesman may have better fortune, although the Majestic dealer reports good results with his comparatively unfamiliar canvassers.

During the spring selling season the weather plays an important role in a town the size of Mt. Clemens because

the inhabitants are more experienced in taking advantage of the refrigeration offered by Nature than are the city dwellers.

Thus, a cold spring season will result in many sales being "put off" by good prospects, while a sudden "hot spell" will find the prospects more receptive to the salesman's story on modern refrigeration.

#### Prospects in Resorts

A possible new market for domestic refrigerators in the Mt. Clemens district lies in the resort colonies along the western shoreline of Lake St. Clair.

In years past, the cost of a refrigerator was too high for all but the more elaborate of these summer cottages.

This year, however, the salesmen feel that the lower-priced models may find a place in summer cottages.

The great economies to be effected by electric refrigeration at its present low price should outweigh the short-term use to which it will be put in summer resorts, believe these salesmen.

The resort colony presents a good potential market for refrigeration in that the majority of cottages in this district are wired for electricity.

Users of Majestic radios constitute a good source of prospects for Majestic refrigerators in a very definite way, the salesmen assert. The salesman who has sold a radio has an "entree" to get into the same home for an opportunity to get across his refrigeration story.

The user may also, in small-town fashion, wander into the store and "tip off" the dealer or salesman to a prospect who is ready to buy.

### SULTAN'S FOUR PALACES EQUIPPED BY KELVINATOR

CASABLANCA, Morocco—The Sultan of Morocco is not disturbed by the depression. With three palaces to choose from, he is now finishing a fourth.

The palace at Rabat, on the coast of the Atlantic, is his usual abode. Here, a Kelvinator is located in his private apartments, and a large cooling refrigerator equipped with a Kelvinator compressor is also part of the furnishings. The palace at Fez, in the interior of Morocco adjacent to the Atlas Mountains, and that at Casablanca are also Kelvinator-equipped.

The fourth palace, the new one, is at Marrakech, also in the interior.

Pierre Godquin, of Societe Anonyme Elect Ra, Kelvinator distributor here, reported the sale of these Kelvinators to the Sultan.

Last year this distributor billed 8 domestic and 10 commercial jobs in April, as against 20 domestic and 14 commercial in April, 1932; in May, 1931, he sold 16 domestic and 16 commercial, as against 46 and 16 in May, 1932.

### COPELAND EQUIPMENT INSTALLED IN PARK

BLANEY PARK, Mich.—Tourists who travel to Blaney Park, in Michigan's Northern Peninsula, may have food refrigerated by Copeland equipment.

Included in the installation are six Q-252 condensing units; two 12-hole ice cream cabinets; one No. 40 tank for the tavern; two No. 15 cold holds for the lunchroom; one No. 40 tank for the lodge, and one No. 43-G coil for the farm.

### 6,000 NORGE DEALERS USE ENDORSEMENT DISPLAY

DETROIT—Six thousand Norge dealers in all parts of the country showed the Norge "endorsement window display" during a recent week.

The window was designed to point out that Good Housekeeping Institute and similar organizations accept the Norge.

### DISTRIBUTORS NAMED FOR EVUR-READY OIL BURNER

SPRINGFIELD, Mass.—C. E. Beckman Co., New Bedford, Mass., and Maine Range Oil Burner Co., Portland, Me., have been appointed new distributors for their territories by the Petroleum Engineering Corp., manufacturer of Evur-Ready oil burners.

Summer Howard has been appointed representative for Maine, New Hampshire and eastern Massachusetts for the Evur-Ready range oil burner, and Frank Dean, Springfield, Mass., has been named factory representative for northern and western New York state. New England Sales Co., Hartford, Conn., will be Evur-Ready representative for Connecticut, Long Island and the lake section of New York state.

### GENERAL ELECTRIC QUOTES PRICES ON RADIO HOUR

NEW YORK CITY—Taking advantage of the new policy of the National Broadcasting Co. which now permits sponsors of day-time programs to make price announcements, General Electric Co. has for several weeks been quoting prices on refrigerators and electric irons over the G. E. Circle program.

Although the Columbia chain has not yet followed the lead of NBC in abolishing the restriction against price advertising, the policy is being advocated by groups in both managements in the belief that radio programs will be improved by decreased advertising content.

Atlantic & Pacific Tea Co. is the only other NBC client which has thus far begun to quote prices.

### ELECTRIC INVESTORS FILES DISSOLUTION CERTIFICATE

NEW YORK CITY—Electric Investors, Inc., has filed a certificate of dissolution with the New York Secretary of State.

The assets of the company were absorbed by the Electric Bond & Share Co. late in 1929 through an exchange offer involving eight shares of the latter for each five shares of Electric Investors common stock.

Electric Investors, Inc., was organized Dec. 1, 1924, by the consolidation of Electric Utilities Corp. with Electric Investors.

Principal business of the company was to acquire for long-term investment securities of various kinds, especially the common stocks of public utility companies. As of June 30, 1929, the company had total assets of \$62,774,815.

### SOUTHERNERS BUYING AIR CONDITIONERS

MOBILE, Ala.—The depression is proving a surprising aid to air-conditioning sales reports B. G. Goubil, Frigidaire salesman, who is selling air-conditioning equipment to people who are finding themselves financially unable to take their customary Northern vacation this year.

### GIBSON FLOAT WINS PRIZE IN PARADE

GENEVA, N. Y.—A float designed by the Bolin Music House, Gibson electric refrigerator dealer, won first prize in a parade held here recently to stimulate refrigerator sales. The float was decorated with ropes of flowers, and carried one Gibson refrigerator.

### TAMPA DISTRIBUTOR SELLS 232% OF JUNE QUOTA

TAMPA, Fla.—The Byars-Forgy Co., Frigidaire distributor for this territory, sold 232 per cent of its sales quota during June, according to W. N. Byars. This organization is well above its quota.



## The CABINET IS IMPORTANT !

No refrigerator can be better than its cabinet—regardless of the type unit used or the money spent to develop that unit. Just as in the early days of the mechanical unit, a cabinet incorrect in design for the unit it houses will cause unsatisfactory results.

We are equipped here to build exactly the cabinet you need—exactly the cabinet best suited to your particular unit. Deliveries can be made promptly. Write or wire today for complete information.

## TENNESSEE CABINETS

Refrigerator Division

TENNESSEE  
FURNITURE  
CORPORATION

CHATTANOOGA, TENNESSEE

## COLE ASKS QUESTIONS ON BUSINESS TREND

NEW YORK CITY—Approximately 1,500 leaders in every branch of business in Greater New York were polled last week in an independent survey by Rex Cole, General Electric distributor, in an effort to determine the extent of the economic uptrend.

Cole's letter asks six questions:

1. What is the nature of your business?
2. Have you noticed any recent improvement?
3. If so, to what do you attribute this improvement?
4. Has your business fallen off during the last 30 days?
5. What are your views regarding the future?
6. Have your collections been better?

Results of the poll were to have been issued Aug. 15.

"Leaders everywhere," the letter states, "judging from reports in the press, believe an upturn in business, however slight, has recently asserted itself. News of this kind undoubtedly has had a wholesome effect on the state of mind of those home makers who must necessarily lead the way to economic recovery by confidence."

"In the firm belief that New Yorkers would welcome real evidence in our own great city of a similar trend, and that it would lend further encouragement in our fight for recovery, I am taking the liberty of asking your views, in company with approximately 1,500 other local business leaders on the general situation."

The analysis of the poll will be given to newspapers, the General Electric distributor stated. He also mentioned that a similar poll may be sent out in 30 days to another group of business heads.

## BOSTON BRANCH INSTALLS FOUR COMMERCIAL JOBS

BOSTON—Four commercial installations of Kelvinator refrigeration equipment are reported by J. A. Legasse, manager of the commercial division, Kelvinator Sales Corp. of Boston.

A battery of compressors was installed at Brigham's, Inc., 1706 Beacon St., Brookline, Mass. One WRD-50 compressor operates an ice cream storage room with a capacity of 585 gals. The other three operate ice cream cabinets and a soda fountain having a capacity of 120 gals. of ice cream.

Kelvinator compressors were installed to operate three walk-in refrigerators at the Hayes Bickford Lunch System Commissary, 32 Garrison St., Boston. One of the refrigerators was located on each of the three floors of the establishment.

A big refrigerator 40 ft. wide, 20 ft. deep and 9 ft. high, with three sections all maintained at different temperatures, was installed at the Hodder Marine Base, Boston. One division is kept at 10° F., one at 35° F., and one at 40° F. The Hodder company supplies ships, and carries a large stock of fresh meats at all times.

The largest supply of radium in New England, valued at \$250,000, is now stored in a Kelvinator cabinet at the Palmer Memorial Hospital, Boston. Another plant similar to this is located in the Huntington Memorial Hospital in Boston.

## NEW JERSEY DEALER HOLDS GIBSON COOKING SCHOOL

HACKENSACK, N. J.—A series of lectures and cooking schools given by Miss Jacqueline Frost under the auspices of Brewster's, Gibson dealer here, closed Aug. 10.

Miss Frost, director of the Gibson home economics department, will give lectures at Passaic, Elizabeth, Morristown, West New York and other cities in New Jersey.

She has just concluded assignments at Englewood, N. J., where three refrigerators were sold as a direct result of the Thompson & Vannington refrigeration school; Paterson, N. J., where she spoke under the auspices of J. R. DeMott, Inc., and Sach's Furniture and Radio Store; and Newark, where a model kitchen was set up for her by Borok's Furniture & Radio Co.

## APEX ISSUES BROADSIDE ON ELECTRICAL LINE

CLEVELAND—A broadside containing pictures and prices of each model in the entire line of Apex Electrical Mfg. Co. products, has been issued for use by employees in a sales promotion campaign now under way.

Each of the 1,500 Apex employees in the manufacturing plants recently pledged themselves to sell at least one Apex appliance to a friend or relative or neighbor during the present summer, through a local authorized dealer.

This broadside was designed to assist these employees in knowing the line and in creating hot prospects.

*"What do I care about LABORATORY TESTS?"*



*"All I know is that cabinets insulated with corkboard last longer, and keep food safer!"*

FIGURES and charts mean little to the average buyer of refrigerated equipment. He's interested only in the fact that cabinets insulated with Armstrong's LK Corkboard save him money by serving better and longer. Many of your customers share his attitude.

The service record of Armstrong's Corkboard is impressive.

For more than thirty years it has been standard insulation in ice and food storage plants. In that time, about one billion board feet of Armstrong's Corkboard have been produced. Millions of feet of this insulation are still in use after twenty, twenty-five, or thirty years. This record proves that corkboard stands up under hard service.



THIS HILL CASE is protected by Armstrong's LK Corkboard Insulation. The C. V. Hill Company, of Trenton, New Jersey, manufactures a full line of retail display cabinets, all insulated by this efficient method.

On the other hand, manufacturers of refrigerated equipment are decidedly interested in the Laboratory tests which show why Armstrong's LK Corkboard serves so efficiently. These tests record its low coefficient of thermal conductivity (.269 B. t. u. per hour, per

square foot, per inch thickness, per degree temperature difference at 90° mean temperature). They verify its light weight, combined with a rigid strength that withstands vibration. And they demonstrate unequalled moisture resistance.

Get the complete story before you select insulation. See what the laboratory records show. But find out also about service records . . . whether the insulation has proved its efficiency through many long years of use. These combined facts will help you understand why so many leading manufacturers of refrigerated equipment—display cases, freezer cases, ice cream cabinets, and trucks—standardize on Armstrong's LK Corkboard. Let us send you samples and complete data. Address the Armstrong Cork & Insulation Company, 917 Concord St., Lancaster, Pennsylvania.



**Armstrong's TYPE LK Corkboard Insulation**  
Efficient, Durable Insulation for Refrigerated Equipment

## ELECTRIC REFRIGERATION NEWS

The Business Newspaper of the Refrigeration Industry

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### Editorial Aims of the News

- To encourage the development of the art.
- To promote ethical practices in the business.
- To foster friendly relations throughout the industry.
- To provide a clearing house for new methods and ideas.
- To broadcast the technical, commercial and personal news of the field.

### Fly-By-Nights

OLDER members of the electric refrigeration industry sometimes become accustomed to thinking of newcomers as "fly-by-nights." The refrigerators made by these outside-the-pale manufacturers are generally termed, "jillopies." And it is commonly assumed by many representatives of the older group that the "fly-by-nights," unless curbed, may work some havoc with the industry.

Undoubtedly the importance of the manufacturers which have entered the industry seriously for the first time this year cannot be underestimated. Reports from the field indicate that some of them are obtaining sizeable volumes of business, and that they are likely to boost the industry's 1932 sales curve considerably.

Although there may be scattered local tinkers who tack together a refrigerator now and then, most of the newcomers to the industry who are getting the business—the only ones who need concern competitive manufacturers—seem to be rather substantial concerns.

### Gibson Conceded Leadership

Number One manufacturer among non-Nema members this year is generally conceded to be Gibson. Almost every year some one new manufacturer has had the spotlight. Last year it was Norge. Just before Norge's sensational rise, Majestic created quite a stir. In 1929 and 1930 General Electric came up to collect some 40 per cent of the industry's total business. Previous to that, Frigidaire was the undisputed kingpin, and at one time was on the point of monopolizing the electric refrigeration business (just as its foster father, Delco-Light, had cornered the farm-lighting market). Looking backward still further, we find the day when Servel made a sensational jump to eminence. Before any of these companies had risen to power, Kelvinator was the industry's "big shot" and, in fact, had the field practically to itself. This year it has been Gibson and Leonard which have made the amazing strides, with Norge maintaining the rapid pace it set in 1931. Leonard, part and parcel of Kelvinator, is in the Nema fold. So is Norge. Gibson is not at present, but probably would be welcome.

To call Gibson a "fly-by-night," would be laughable. Gibson production thus far this year (including contract business) has been variously estimated by suppliers and other outsiders at from 20,000 to 40,000, which probably compares more than favorably with the 1932 production of some of the smaller Nema members.

Moreover, Gibson is a substantial old concern

which claims more than half a century of continuous existence. To Gibson, most of today's manufacturers of electric refrigerators are young upstarts.

### Other Newcomers

In a similar manner, we might look at some of the other newer manufacturers of electric refrigerators. Sparton units, for instance, are being put out by the Sparks-Withington Co., which makes automobile horns for Henry Ford, equips special squad cars for the nation's police, manufactures reasonably high-priced line of radios, and in general has a reputation for being a quality manufacturer doing business in a legitimate and reputable manner.

Note also Stewart-Warner. Anybody in the automotive or radio fields knows that Stewart-Warner is a substantial concern, has been doing business for a number of years, and appears able to stay in business for quite awhile longer. Stewart-Warner motor car accessories include a wide range of products.

One of the first of the new brigade of manufacturers of \$99.50 machines was the Crosley Radio Corp. of Cincinnati. Although its radios have always been in the low-priced class, and its Icy-Ball absorption type refrigerator is probably the least costly of all mechanical refrigerators, nobody could categorize Crosley as a "fly-by-night." Its factories cover many acres in Cincinnati; its broadcasting station, WLW, is famous in the Middle West; and its name has strong public acceptance, especially in the more rural sections. Reports have it that Crosley has shipped between 15,000 and 20,000 units thus far this year.

While on the subject of radio manufacturers who have entered the electric refrigeration business, it might be pointed out that Majestic—first of this group—was once considered something akin to a "fly-by-night" and an interloper of low caste by the industry. Now the Grigsby-Grunow Co. is a Nema member in good standing, and its representatives are present at all the councils of war.

### Buckeye Changes Set-Up

Most worried-about of the so-called "fly-by-nights" is Buckeye. Suppliers have estimated that this year's production of Buckeye \$88.50, \$99.50, and \$129.50 boxes will total close to 18,000. It is also declared that Domestic Industries, Inc., the manufacturer, has been making money on this production. Buckeye refrigerators are assembled jobs; and it is reported that highly advantageous contracts were made with some of the various suppliers of parts and materials.

At first Buckeye cut a wide swath for a newcomer by making large one-time sales directly to department stores. Since July 1, however, Buckeye refrigerators have been obtainable only through distributors, and a field force has been busily attempting to line up distributing outlets of a similar type to those utilized by other electric refrigeration manufacturers. Whether or not this move signifies that Domestic Industries plans to organize its refrigeration department on a more permanent basis, and thus provide an opportunity for older members of the industry to recognize Buckeye as a "regular," remains to be seen.

### Boost Industry Total

Estimates quoted in previous paragraphs are taken entirely from records kept by suppliers, and from reports of various field representatives. They are not official. ELECTRIC REFRIGERATION NEWS plans to collect and tabulate total figures on shipments of all non-Nema members in the near future, but to date such information has not been made available. It is expected, however, that the addition of these figures to the Nema totals will measurably raise the industry's sales curve.

As we have pointed out, concerns like Gibson, Sparks-Withington, Stewart-Warner, and Crosley, are substantial companies which have been following sound business policies for years. And judging from reports on their production and sales, if some of the newer manufacturers are "fly-by-nights," they have been flying by day, too—and pretty fast at that.

## Letters from Readers

### Puerto Rico Speaks

Refrigeration Supply Co.  
P. O. Box Puerta De Tierra 328  
Puerta De Tierra  
San Juan, Puerto Rico  
Aug. 2, 1932.

Editor:

Dealers in Puerto Rico would appreciate your explaining to your subscribers, some of whom do not know, that Puerto Rico has been governed by the United States for over 33 years; that we are not foreign, but just as much domestic as the District of Columbia, Oklahoma, or Utah; that we are nearer to Detroit than San Francisco is; the postage rate is domestic, so that many concerns writing to Puerto Rico can save postage; that the parcel post is in the seventh zone from New York; that United States money is the only money that is legal here; that no customs duties, consular fees, restrictions or permits are required, any more than if they were shipping to any state, and that export distributors who do not carry stock for Puerto Rico are parasites on domestic territory.

P. A. BOULOUY.

### Coal Stokers as a Sideline

114 South 20th St.  
Birmingham, Ala.  
July 14, 1932.

Editor:

The writer has been in the electrical refrigeration business for a number of years and is, he feels, reasonably familiar with the dealers' problems.

While statistics show that more refrigerator units were sold during 1931 than during the previous year, yet it seems to be equally true that the average dealer who is handling electrical refrigeration exclusively is not making any money. He is badly in need of an additional line—something that will fit in with his present selling methods. In Alabama, at least—a section of low-price coal—it seems to me that the small coal stoker for individual homes

is a possible solution and I am wondering if you would not be helping the refrigeration dealer organization as a whole, if you would ask for the experience of such of your dealer readers as may already be handling stokers.

If their experience was published in your paper, it would make exceedingly interesting reading for many of us who are thinking seriously as to what lines should be handled in addition to electrical refrigeration. We would like to know something as to the sales resistance encountered in comparison with electrical refrigeration selling—also, is it difficult to train salesmen for stoker selling—also, how do the stoker service and installation problems compare with similar problems in electrical refrigeration.

L. C. KERRICK.

### 'Chiseling' and 'Chiselers'

Aug. 1, 1932.

Editor:

Ever since I entered the industry of refrigeration as a distributor with central New York as my territory in 1921, I have heard of "chiseling," as mentioned in your recent editorial on the subject. We will always have some of it.

One cannot stay long in business selling a product at cost or below cost, nor by making an inferior product that will operate and give satisfactory results for only a short period or until it is paid for. The public will find out that only quality pays in the end.

I know what the cost of a cabinet is and the care with which a unit should be manufactured.

A distributor and dealer must make a fair profit or he will pass out of the picture. Let the dealer sell at a loss if he does not know any better—and that goes for the "chiseling" manufacturer, too.

H. F. MACGRATH,  
Kelvinator field representative,  
Chicago, Ill.

## Put the Prospect Behind the 'Wheel'

By Harvey B. Lindsay, President, Dry-Zero Corp.

A young man whom I have known for many years is getting married next month. With his fiancée, he is giving much time and thought to furnishing a home. A few days ago he asked me what make of electric refrigerator was best for his needs. He explained that he had visited the showrooms of half a dozen dealers; he had seen their cabinets, listened to salesmen talk, read literature.

There seemed, he suggested, to be a conspiracy among them to claim the same set of qualities in a variety of words and at a considerable variation in price. The price question, he said, did not bother him because with present budget payment plans the variations per month were small.

Of course, I promptly pointed out that sales arguments in most industries tend to follow beaten grooves; that in certain price groups the same qualities are stressed in selling competitive makes of automobiles, radios and other products.

"Yes," retorted my young friend, "but I can take an automobile out and drive it. I can see if it really has the pickup, the speed, the smoothness, the easy-riding, easy-steering qualities each of them claims. I can make comparisons. I don't have to depend on sales talk to form an opinion."

"If," he added with a laugh, "I could drive each of these refrigerators around the block a couple of times, I'd buy one this afternoon."

The young man's jocular desire to go driving in a refrigerator before buying it has stuck in my mind. To me, it suggests an intriguing opening for a new kind of refrigerator selling—the demonstration of the fundamental qualities of the cabinet before the customer's eyes.

In the older automobile industry, the demonstration is the key to the entire selling plan. Advertising leads up to it; the sales talk merely rounds it out. The first commandment is "Get the prospect behind the wheel!" The performance of the automobile itself, plus the interpretation and explanation of the salesman, does the rest. Everything else is subordinated to that climax.

In the scheme of electric refrigerator selling no such climax exists. There is no such opportunity to let the product speak for itself, to allow it to prove its fundamental fitness to perform its job. Yet, in my opinion, such a demonstration of quality is exactly what is needed today.

Low-price appeal has cried "wolf" not once but many times too often. The public mind, battered and numbed by the continuous hammering of such phrases as "the lowest prices in history" and "resistant of being cheated and bamboozled by shoddy merchandise," has revolted. The result is a growing demand for just such fundamental qual-

ities as are demonstrated when the prospect takes his place behind the wheel of a new car.

In the event there are some that doubt this, some that still question if solid quality has taken bargain price's place in the saddle, let me point to the doings of R. H. Macy & Co., of New York, operators of the world's largest department store. Within the last few years Macy's low price policy has drawn the hatred of competitors, the denunciation of manufacturers and even aroused the ire of New York's Better Business Bureau. Macy's went after bargain selling with energy, shrewdness and success never before witnessed in the realm of the department store.

Yet one week end, a month or so ago, Macy's shifted to the side of quality. They announced that hereafter every product sold by them would be tested by Macy's Bureau of Standards. They admitted quality standards had been lowered in the rush for sensational prices. They announced that "We shall strive just as hard as ever to offer dramatically low prices, but our first consideration will be that the merchandise must measure up to our standards of quality."

Macy's announced their move for quality and devoted much space to their Bureau of Standards on Saturday. On Sunday they offered specific merchandise, all tested for quality. Most interesting phrase in this Sunday advertising was perhaps this: "If it's price you are concerned with when buying an electric refrigerator, don't come to Macy's."

This was no altruistic warning. In effect, it simply meant that Macy's smart merchandisers believed they could sell more refrigerators on quality than they could on price. And Macy's has seldom been wrong.

To me, however, Macy's move is more than a clinching argument to my contention that the quality appeal has displaced that of bargain price in the retail field. Their Bureau of Standards also may be the key to the quality demonstration angle needed in electric refrigerator retailing, the key to some device or plan that will parallel "putting the prospect behind the wheel of the car." Of course, such a plan must obviously be a definite and simple means of demonstrating graphically and conclusively actual performance superiority.

It looks to me as though the manufacturer that devises such a plan will have a long jump on his friends in the field, provided, of course, that his refrigerators have the fundamental qualities the demonstration must show.

Perhaps, after all, my young friend may have an opportunity to see an electric refrigerator "driven around the block" even if he can't do the driving himself.

## Radio Sales Show Gain in June; Price Trend Steadier, Dun Report Shows

NEW YORK CITY—A sudden upturn in sales during June, a steadier price trend, an increase in radio advertising, a number of new developments—automobile sets, short-wave sets, television—were some of the optimistic slants on the radio industry to be found in a survey released by R. G. Dun & Co. last week.

"An unexpected increase in demand has been shown since the early part of June," the report states. "This has been attributed to the political conventions at Chicago, and the preparations that are being made to get the full benefit of the broadcasts to be made during the presidential campaign in the fall, and the many unusual sports events, including the Olympic Games."

### Replacement Sales Heavy

Replacement sales have been heavy, the survey shows, as there are approximately 4,500,000 obsolete sets in use, and retailers are offering to accept these as part of the down payment on new instruments. Vacation needs are also helping to sustain current sales, it is believed.

The midget sets are evidently losing their appeal, according to the data compiled. Since production has been matched rather closely with sales, there has been almost no distress merchandise on the market, it was shown.

"Despite the slight flurry in demand since early in June, sales of radio products in dollar value for the first six months of the current year are from 10 to 35 per cent below the total for the comparative period of 1931.

"Much of the decline, however, can be accounted for by the drop in the average retail price of the receiving set, which is down nearly 30 per cent. In addition, the best-selling items continue to be the cheaper and more compact sets, ranging from \$25 to \$60. Sales in the lower price field easily average 65 per cent of the total.

"As many of the retailers note a decided shift to higher-priced models, if a popular range in prices from \$50 to \$100 can be established during the fall season, when buying is at its peak, it may be possible for total sales to reach the level of 1931, when the value of radio products sold at retail dropped to \$309,270,000, the lowest point touched since 1923.

Year	Value
1922	\$ 60,000,000
1923	136,000,000
1924	358,000,000
1925	430,000,000
1926	506,000,000
1927	425,000,000
1928	690,550,000
1929	842,548,000
1930	500,951,500
1931	309,270,000

"That the price trend has become steadier has been shown by the fact that today the average price for a radio set is \$60, as compared with \$62 for this time last year, and \$87 in 1930.

"While prices for some of the new sets are higher, the fractional increase gives the buyer nearly twice the value for his dollar than he received two years

ago. That is, more tubes, more speakers, a better cabinet, and a tremendous improvement in radio quality."

Despite the decrease in sales during the last two years, the number of sets in operation has continued the steady gain which started back in 1925, the Dun report states. With an estimated total of 16,800,000 in use on June 30, 1932, the United States leads the world in the number of receiving sets in operation, a gain of nearly 5,000,000 in the two-year period.

An interesting portion of the survey is that which deals with the part which various side-lines play in sustaining the radio retailer's sales volume. This discussion follows:

"The radio retail store today is recognized as one of the most profitable outlets for all types of electrical appliances from table items to refrigerators. With major appliances, and particularly with offerings which have a novelty appeal, radio retailers have been unusually successful. Even electric ranges, oil burners, and air conditioners are being handled on an increasingly large scale.

### 88% Sell Other Lines

"Probably a more exact idea of the importance of such side lines can be gained when it is stated that fully 88 per cent of radio retailers now sell electric appliances of some kind and are receiving as high as 29.2 per cent of their sales volume from such appliances.

"As 54 per cent of their sales are made up of radio sets, tubes, and accessories, the remaining 16.8 per cent is accounted for by sales of sheet music, automobile supplies, cabinets, furniture and hardware.

"About 90 per cent of the retailers receive 40 per cent of their income from sales of radio sets; 84 per cent receive 9 per cent of their income from tubes; 60 per cent receive 23 per cent of their income from refrigerators; 46 per cent receive 4 per cent of their income from washers; 22 per cent receive 6 per cent of their income from cleaners; 5 per cent receive 3 per cent of their income from oil burners; 11 per cent receive 3 per cent of their income from electric ranges; 30 per cent receive 1 per cent of their income from socket appliances; and 57 per cent receive 5 per cent of their income from radio accessories.

"Out of 732 radio wholesalers—the total number is around 1,750—88 per cent are handling electric appliances. Washing machines in their lines have increased from 35 to 46 per cent during the 12 months ended June 30, 1932, and refrigerator representation from 42 to 84 per cent. The latter furnished the greatest single contribution to appliance sales during that period. A year ago wholesalers estimated that 55 per cent of their retailers were selling appliances; today this has grown to 67 per cent.

"That these newcomers in the electrical appliance field are playing an enormously important part is evident from the changes which they have caused in the older industry.

### Seek Additional Outlets

"Manufacturers who were selling direct to retailers now have added wholesalers to their distributive plans, in order to reach this new outlet. Others who sold chiefly through their own stores have been seeking radio retailers to handle their products.

"A number of manufacturers of major appliances are making the radio trade the foundation of their whole distributive picture. Similarly, discounts and trade practices have been altered to accommodate the aggressive selling methods of the radio industry. During the past six months nearly 12,000 new retail outlets for radios have been established.

"In fact, retailers of radios exclusively are responsible for only 30 per cent of the total sales, the remainder of the volume being sold by music dealers, department stores, automobile dealers, tire and battery shops, electrical merchandise stores, and in a total of 72 types of retail establishments, including barber shops. It is interesting to note the different types of retail outlets which now sell radios:

Type of Dealer	Per Cent
Exclusive Radio	30
Music	12
Furniture	11
Automotive	9
Department	8
Power Companies	6
Electrical	6
Hardware	5
Contractors	3
Drug	1
Grocery	1
Jewelry	1
Miscellaneous	1
Total	100

"Most of the sales in the radio retail trade are made on the installment plan, in the form of small weekly payments. Of the firms selling on the deferred payment plan, 73 per cent finance themselves, 21 per cent use the services of financial companies and 6 per cent use the services of financial companies and their own money.

### Sales Per Dealer Heavier

"Radio sales per dealer are heavier in the large cities than in the small com-

munities. Sales per dealer in cities of 3,000,000 or over average \$55,000. The sales per dealer in communities of 25,000 to 30,000 average \$18,792."

For a time, it was expected that retail radio prices would be advanced in order to meet the new tax, the report states. It was decided, however, that a complete radio is not taxable as a set. The new law specifically imposes the tax on the manufacturer's selling price of chassis, cabinets, tubes, reproducing units, and power parts.

It also imposes a tax on the other parts and accessories of a radio receiving set, when such other parts and accessories are sold on or in connection with the sale of a radio receiving set.

Manufacturers of receiving sets are to increase the list price to cover the tax, and tube manufacturers, to avoid double taxation on their product, will bill tubes to set manufacturers on the certificate plan, leaving payment of the tax to the set manufacturers.

### Tax Not Mentioned

No mention of the radio tax, either as included or as an extra charge, is to be made in any advertising literature or sales promotion work. Discounts to wholesalers and retailers are to be applied to existing list prices for billing purposes only.

Here is what the survey found in regard to collections:

"While collections with wholesalers are in fairly good shape, as wholesalers are fully cognizant of the value of selling only to accounts with a good rating, during the last few months, many retailers have not been taking advantage of cash discounts, but are permitting their invoices to run 30 to 60 days past the due date.

"With retailers, however, repossession still are numerous, and collections are not so good as they are in other major appliance lines, such as electrical refrigerators and laundry equipment. Collections on accounts sold during the past few months have been fairly satisfactory, but both retailers and whole-

salers have on their books many old accounts, which they are liquidating slowly.

### Bad Debt Survey

"The survey made by R. G. Dun & Co. of bad debt losses among manufacturers of pianos, radios and musical instruments for the first six months of 1931 showed the average for the trade to be .881 per cent. In the high-price range group, the bad debt loss reached 1.076 per cent on 1,260 accounts that were sold merchandise valued at \$547,000.

"On the medium-price range merchandise, the bad debt loss was only .765 per cent on 11,957 accounts that bought goods with a total value of \$9,138,000. On merchandise sold to retailers the bad debt loss was .622 per cent, while on goods shipped to wholesalers it reached 1.143 per cent.

"The best-paying accounts were in Washington, Oregon, California, and Nevada, the total loss for those states reaching a low of .465 per cent. In the geographical subdivision which included Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, and Connecticut, the large number of delinquent accounts brought the bad debt loss to .996 per cent.

"Many formerly well known names have dropped out of the radio trade in the last few years, unable to stand the strain of financing harassments and the rapid changes which have marked the progress of the industry. In the last 30 months, a total of 69 radio manufacturers failed, with combined liabilities of \$9,391,503.

### Liabilities Decline

"Although the number of failures among manufacturers in 1931 showed a decrease of 25, the liabilities incurred increased by \$566,045. During the first six months of the current year, the number of manufacturers defaulting nearly equalled the number recorded for the entire 12 months of 1931. The lia-

bilities, however, revealed a sharp decline.

"Among retailers of radios, the increase in the number of defaulting firms has been steady during the last six months, 102, comparing with 160 for the 12 months of 1931. Here again, the liabilities involved revealed a sharp recession, indicating that the failures were confined to the smaller retailing units. The special compilation of insolvencies in the radio industry made by R. G. Dun & Co., to cover the last 30 months, shows:

Manufacturers		
Year	Number	Liabilities
1930	40	\$3,522,400
1931	15	4,088,445
1932*	14	1,690,658

Wholesalers and Retailers		
Year	Number	Liabilities
1930	217	\$2,071,392
1931	160	4,979,359
1932*	102	952,743

(\* January to June, inclusive.)

### Sales Off 5% to 35%

Detailed reports from 22 cities—mostly distribution rather than manufacturing centers—showed sales and dollar volume to be off from 5 per cent to 35 per cent. In almost every case it was stated that the medium-priced model was the best seller. Stocks were light, it was mentioned in several of the city reports, and collections were characterized as fair, but not abnormal.

Total investment in the radio industry was cited as \$1,800,000,000 by the survey. Of this sum, \$150,000,000 represents investment of radio manufacturers; \$250,000,000 the investment in radio broadcasting; \$1,600,000,000 the investment in listeners' sets; and \$25,000,000 the investment in commercial radio stations.

Of 1,423 radio broadcasting stations in the world, 806 are foreign stations, operating in 70 countries, and 617 in the United States and its possessions. Of the 607 located in Continental United States, New York takes first place with 52 broadcasting stations. California is next with 43, and Pennsylvania, third with 40.

# They All Talk About Its "AMAZING ACCEPTANCE"

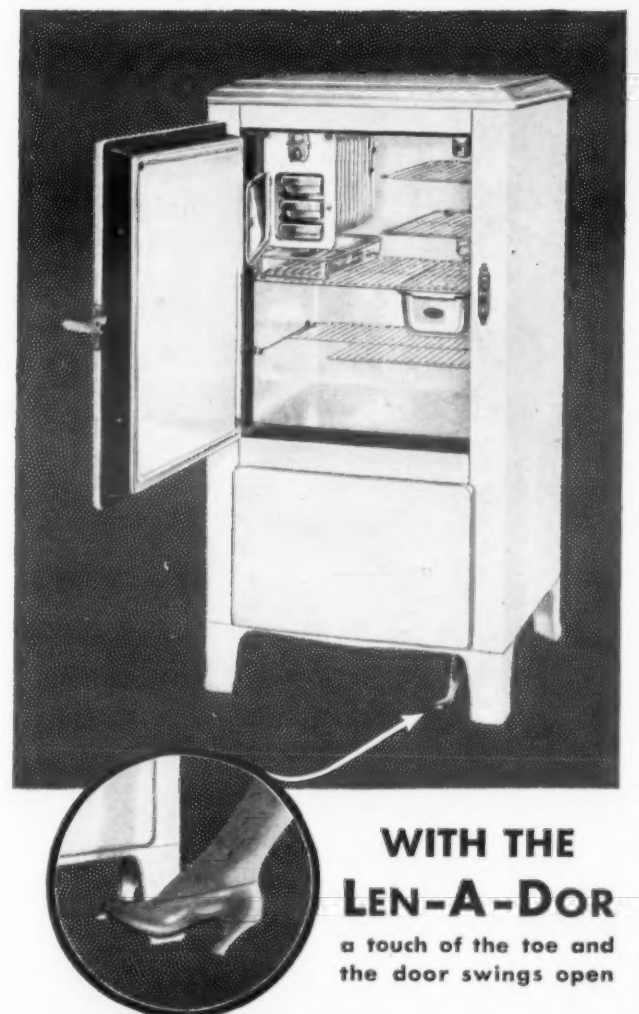
● "A great name on a great product" sums up distributor comment on the Leonard Electric. Distributors and dealers—telling of their satisfaction and success with the Leonard line—never fail to emphasize the remarkable public acceptance it enjoys.

Leonard is the *only* name in electric refrigeration that brings you the accumulated good will of three generations of users, and the sales advantage of a 51-year reputation for quality manufacture.

Of course there are other reasons for Leonard's rapidly growing popularity—the beauty and roominess of Leonard cabinets; the LEN-A-DOR and a score of other *extra* features; new low prices which make this line a more outstanding value than ever.

Write or wire for complete information regarding the 9 Leonard "plug-in" models (3 all-porcelain), and for details of this attractive franchise.

LEONARD REFRIGERATOR COMPANY  
14256 Plymouth Road, Detroit, Michigan



WITH THE  
**LEN-A-DOR**  
a touch of the toe and  
the door swings open

# LEONARD

ELECTRIC REFRIGERATOR

NEW, LOWER  
PRICES ON  
McCORD  
COMMERCIAL  
EVAPORATORS

WRITE FOR NEW McCORD  
CATALOG GIVING LOWER  
PRICES ON McCORD EVAPORATORS. INCREASED DEMAND AND LOWER METAL COSTS MAKE POSSIBLE A SUBSTANTIAL PRICE REDUCTION. THE SAME SATISFACTORY McCORD ALL-COPPER COIL WITH FLEXIBILITY OF ARRANGEMENT TO MEET HEAT, LOAD AND SPACE REQUIREMENTS.

McCORD  
RADIATOR &  
MFG. CO.  
DETROIT, MICH.



## REFRIGERATION URGED BY HEALTH OFFICER

UTICA, N. Y.—Drawing his conclusions from a survey of refrigeration in Utica during 1929, Dr. W. G. Hollingworth, chief of the division of hygiene in the local bureau of health, recently published statement urging more and better refrigeration in Utica homes, according to B. S. Arnold, of the Onondaga Auto Supply Co., Norge distributor at Syracuse, N. Y.

Out of 24,707 families in Utica in 1929, 8,783 were equipped with ice refrigerators, and 2,491 with mechanical refrigerators. Dr. Hollingworth's survey showed. The balance of 13,433 had no means of caring for perishable foods. Waste of food in Utica during 1929, the survey shows, was estimated at \$2,536,015.46, or 10 per cent of the amount paid for food during the year.

Dr. Hollingworth suggested that refrigerator dealers stage a campaign to educate the public in regard to the advantages and proper use of refrigeration methods.

He traced the dangers of bacterial development in foods held at temperatures of 50° or more, and also cited the economies that can be effected by reducing spoilage through refrigeration.

"Refrigeration may be regarded as the simplest and best antiseptic we have for the preservation of foods," he continued. "Cold neither adds nor detracts from the food in any way. Refrigeration imparts no new taste nor seriously alters the natural flavor. It does not diminish the digestibility nor cause a loss of nutritive value. It has slight, if any, effect on most of the vitamins; the material is left in approximately its original condition."

## RADIOLOGY INSTITUTE BUYS KELVINATOR EQUIPMENT

ST. LOUIS—Water-cooling equipment for the Edward Mallinckrodt Institute of Radiology, Washington University School of Medicine, has been provided by Kelvinator Sales Corp. here, according to R. C. Houck, manager of the factory branch.

The installation consists of a model WRD, a model 50 condensing unit, and two model WR-40 condensing units serving a battery of four model 2-F-100 day and night water coolers enclosed in one insulated housing.

Tap water is supplied directly from the city mains to these coolers. The refrigerated water leaves the coolers at approximately 45° F., and is conducted through pipe insulated by ¾ in. of cork, to the three developing rooms located on the second and third floors.

Each developing and fixing bath assembly is equipped with a mixing faucet through which enters the refrigerated water and the city water at tap temperature. The valve is set to deliver a combination of the two streams at approximately 68° F.

## MONTGOMERY WARD & CO. BUYS AIR CONDITIONERS

CHICAGO—Heat and humidity have been routed from the executive offices of Montgomery Ward & Co., with the installation of Frigidaire air-conditioning equipment in the suites of Sewell Avery, president, and three other senior executives.

The air-conditioning equipment for Mr. Avery's office was purchased first, and Montgomery Ward refused to consider additional equipment until that unit had operated 30 days.

Three days after the installation, according to I. H. Purinton, salesman, a hot spell brought a hurry call to the Frigidaire offices asking how quickly the other three offices could be equipped. Installation was completed within 24 hours.

## USERS BEST PROSPECTS, OREGON SALESMAN SAYS

PORTLAND, Ore.—The best place to look for prospects for an electric refrigerator is among users of electric refrigerators, declares Harold P. Kelley, star salesman for the Rothchild-Morton Co., local Frigidaire dealer.

Kelley, who had sold his entire quota for 1932 on June 10, declares that 80 per cent of his prospects are given him by users of Frigidaires.

Allan B. John, salesman for the H. A. West Co., another dealer for the same company who sold 67 units between March 1 and July 22 says that the requirements for success are early rising, hard work and letting the law of averages take care of the results.

## MICHIGAN ORDERS 12 UNITS FOR VOCATIONAL HOME

LANSING, Mich.—The State of Michigan has placed an order with F. C. Matthews & Co., local Frigidaire distributor, for 12 small household models for installation in the Boys Vocational School at Lansing, besides some commercial refrigerating equipment for another installation.

# Work of a Sales Promotion Department

As Practiced By Kelvinator Corporation

By Phil B. Redeker

DETROIT—"Any large selling organization must have a department acting as an intermediary between advertising and sales departments," states John Garceau of the Kelvinator Corp., "and the sales promotion department should function in that capacity."

The sales department's main function, Mr. Garceau points out, is to establish outlets at strategic points throughout the country, while the advertising department's principal objective is to build through national advertising a recognition and acceptance of the product.

"With distribution obtained through the efforts of the sales department, and public acceptance built through advertising, it next becomes necessary to take another step in the cycle of production and distribution, and that is to equip the dealer with proper tools for carrying the product to the user. The sales promotion department thus functions in putting these tools in the dealer's hands, in seeing that the dealer is properly educated in sales closing methods, in devising plans of operation that will make it profitable for the dealer to maintain constant activity on Kelvinator sales."

### 'Silent Salesman' for Factory

"The Kelvinator Corp. management," says Mr. Garceau, "firmly believes that if its sales promotion activity is all directed toward helping the dealer sell Kelvinator electric refrigeration profitably, the dealer will, of his own volition, reorder equipment through his distributor. One of the functions of the sales promotion department is thus seen to be that of 'silent salesman' for the factory organization."

"Our main reason for operating, however, is to move stocks from dealer floors to the public," says this Kelvinator sales promotion official. "We favor the single campaign idea, or concentration on one complete program laid down for all our distributors and dealers."

### Sound Merchandising Ideas

"Such programs are not built around any 'startlingly new' ideas or 'crazy' promotional methods, but are merely a collection of sound merchandising ideas that come out of the training background of the men in the sales promotion department, who have had a thorough education in dealer problems through actual work in the field."

"Each element of the complete program is thoroughly tested by members of the sales promotion department before its inclusion in the plan; the complete operation is again tested in various communities and cities before being passed on to the field," Garceau relates.

### Reminder Cards Used

Garceau has two illustrations of the extent to which this testing is carried, even in some of the apparently insignificant details of the whole program. The sales promotion department, he tells, at one time believed that it would be a good plan to leave a reminder card (with address of dealer printed on it) in the home of a cold prospect.

"The logical place to tack up this card, it was thought, was at some conspicuous place near the ice box, where the housewife would readily notice it were she to become discontented with her refrigeration facilities."

"To be sure that this idea was practical, as well as logical, part of the sales promotion force revisited the homes where the reminder cards had been left, to find that a very small percentage of the cards were still hanging on the wall."

### Afraid of Card

"A little subtle questioning soon uncovered the fact that the majority of the housewives wanted electric refrigeration, but that they were afraid that the card, when hung in a conspicuous place, would emphasize this lack of proper household equipment to friends or visitors. Consequently, most of the cards had been torn down shortly after the salesman had left the house."

"In casting about for a better place to hang the reminder card, one of the salesmen hit upon the plan of putting it on the back of an ironing board that folded into the wall, or on the inside of the closet door, where the housewife, but no one else, would see it."

### Test New Ideas

Working with the regular sales crew, representatives from the sales promotion department tested this method of placing cards, and found it to be satisfactory.

To illustrate the importance of testing every detail of the ideas that go into sales campaigns or promotional work, Garceau tells the effect of giving certain types of names to cooking schools held in connection with sales campaigns.

"It was found in this study," he says, "that when the school was labeled 'Refrigeration Cooking School,' there was a very high percentage of users in attendance, but when the term 'Cooking with Cold' was applied to the school,

the number of prospects attending increased about 35 per cent."

"Kelvinator's sales promotion department is so divided that each member is personally charged with development work for his particular division, even though it may require his actually going into the field and working under a distributor or dealer."

"Then, for a major campaign, each member of the department collectively passes on the work in hand to complete the program. With this accomplished, the complete plan, after being tested in various localities, is presented to the management for approval before being passed on to the field for application nationally."

### Studies Presentation

"To illustrate the steps in the progress of such campaign planning, let us take for example, the work of the man in the department who is to write a piece of literature to be used as a 'door-hanger' in the campaign. He draws upon some idea that is most pertinent at the current time, puts it in a readable form that will draw the attention of a prospect, and then studies the best way of presenting it in the field."

"This latter portion of his work may involve actual trials in the field, in which the individual responsible for the particular piece of literature will make studies of the effectiveness of various ways of using the piece with actual prospects."

"The recent tests held on Kelvinator's Food Store Sales Plan is exemplary of the manner in which the entire plan is tried before being advocated to the field."

"Ten test demonstrations of the plan (an economy demonstration plan, to be used by domestic refrigerator dealers in

conjunction with food retailers) were held in Detroit, 15 in Little Rock, Ark., and one each in Port Huron, Mich., and Pine Bluff, Ark."

"These tests, besides proving the worthiness of the idea, demonstrated various ways of attaining maximum results in the application of the plan. It was found that neighborhood stores having little telephone and credit business and neat store equipment were to be preferred, that a three-day demonstration, preferably on Thursday, Friday and Saturday, was best, and an extra demonstrator, preferably a home economist, was necessary on Saturday."

One of the most important jobs of the Kelvinator sales promotion department, Garceau states, is in the preparation of a complete organization manual, made up of separate sheets quoted to an index, from which the dealer may find the answer to any problem in the display, promotion, estimation, and sales of equipment that may arise.

"The department continually adds to this manual, presenting new ideas on promotion, new premium catalogs, and new engineering data. A 24-page section of this manual is devoted to window displays and floor displays alone, this part being very complete in that the dealer is told in detail what materials to use in the display, and how to set up his exhibit."

"Each month every dealer and distributor receives a publication from the sales promotion department titled, 'Sales Slants.' This publication is literally a correspondence course in selling methods. It carries, as its theme, a discussion of the current selling appeal, and when Kelvinator Corp. is about to 'break' any special campaign or similar type of activity in the field, this monthly bul-

letin, instead of merely 'announcing' the plan, outlines the exact steps to be taken in the localized application of such a plan."

"So completely does the sales promotion department look after the presentation of Kelvinator's sales plans that even the speeches and inspiration messages read by the sales managers before groups of salesmen are written by a member of the sales promotion department and go out to the field in the form of 'Kelevision.'"

"The popularity and effectiveness of the type of message contained in 'Kelevision' has set the sales promotion department to devising a means of getting this piece of material in the hands of every man connected with Kelvinator."


"One organ which emanates from the sales promotion department reaches all Kelvinator men in the field, namely, *Cold Facts*, the Kelvinator house publication, which tells all of 'Kelvindom' of the activities at the factory and which broadcasts the success and successful methods of Kelvinator retail outlets in all parts of the world."

## TAFT OIL BURNER NAMES NEW DISTRIBUTORS

BOSTON—New distributor appointments have been made recently by the Taft Oil Burner Co., of which William E. Taft is president.

The new distributors include: A. H. Marshall Co., upper New York state; Aberdeen Furnace Co., part of South Dakota; Guy Patterson & Co., Berkshire County, Mass.; Duluth Plumbing & Heating Co., part of northern Minnesota; Howe's Electric Shop, eastern Massachusetts.

Gilbert W. Maxwell, Hallowell, Me., associated with the Taft organization for three years, has taken over the territory in Maine formerly covered by A. L. Murray. W. M. Carr of Laconia, N. H., has taken over the New Hampshire territory formerly covered by George B. Harris.



# Rollator refrigeration

HE KNOWS ITS EXTRA  
COOLING POWER MEANS  
EXTRA PROFIT FOR ALL  
NORGE DEALERS


With an investment of one hundred dollars, the United Music Co. of Brockton, Mass., was started in 1909.

In 1931, with fourteen retail stores operating in cities of Massachusetts, Connecticut and Rhode Island, the company decided to add electric refrigeration to their line.

They inspected many makes... considering product quality and manufacturer's reputation. They selected Norge!

Charles Feldman, president of the company, says "Never, in twenty-three years of successful merchandising, have I made a better or wiser choice."

This opinion does not come from a man who only sits back as the directing head of an impressive retailing organization... it comes from a man who



**CHARLES FELDMAN**  
President, United Music Co.

goes out and makes actual sales... a man who has sold as many as fifteen Norge Rollator Refrigerators in one week... sold them on house-to-house calls.

He knows there is genuine public acceptance for Norge... he knows it costs less to handle Norge because of its freedom from service requirements... he knows Norge is a short line of package merchandise... he knows an effective advertising and merchandising campaign backs the Norge.

He is an authority on Norge retailing and he says, "The extra cooling power of Rollator Refrigeration means extra profit for all Norge dealers."


**NORGE CORPORATION**  
658 EAST WOODBRIDGE STREET  
DETROIT . . . . . MICHIGAN

Norge Corporation is a division of Borg-Warner Corporation, one of the world's largest makers of precision parts, including automotive free-wheeling



NORGE

ROLLATOR REFRIGERATION



**THE ROLLATOR**  
A roller rolls and there's ice... that's all there is to smooth and easy operation of the Rollator mechanism... it's almost everlasting.



